

## **Historic, Archive Document**

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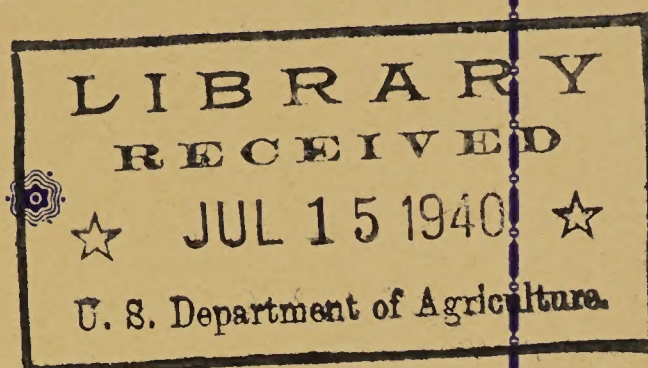




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# PRICE LIST

1940



Fancy  
**PANSIES**  
*of*  
Exceptional  
Merit



**FELTEN'S  
PANSY FARM**

Merchantville

New Jersey

Phone, Merchantville 1436



## PANSY SEED

Our new crop 1940 is now ready. High germination.

### Felten's New Early Giant "PANSY AMERICA"

An extra early, giant flowering strain; short, stocky, vigorous growth; very hardy; the richest and most brilliant unusual new colors; enormous in size; mixed colors.

1/16 oz. ....	\$ .75
1/8 oz. ....	1.35
1/4 oz. ....	2.25
1/2 oz. ....	4.25
1 oz. ....	8.00
2 oz. ....	15.00
4 oz. ....	30.00

### New Pansy 1939 Introduction "FELTEN'S PRIVATE STOCK"

A New Super Giant Pansy, with enormous flowers, containing the widest range of the most brilliant colors. Absolutely the finest bedding pansy ever introduced. Short stocky growth, very hardy, and a profuse bloomer, splendid for cold frame or field culture.

1/16 oz. ....	\$ 1.00
1/8 oz. ....	1.50
1/4 oz. ....	2.75
1/2 oz. ....	5.50
1 oz. ....	10.00
2 oz. ....	18.00
4 oz. ....	32.00

## FELTEN'S SPECIAL GIANT MIXTURE

This is a mixture of three fancy giant strains—Felten's Pansy America, Felten's Swiss Giants and Felten's Private Stock.

1/16 oz. ....	\$ .75
1/8 oz. ....	1.35
1/4 oz. ....	2.25
1/2 oz. ....	4.25
1 oz. ....	8.00
2 oz. ....	15.00
4 oz. ....	28.00

## NEW GIANT PANSY SPRINGTIME

Flowers very large, extremely early, and comes in a superior mixture of light colors so popular in the spring garden. An excellent type for early sales.

1/16 oz. ....	\$ .75
1/8 oz. ....	1.00
1/4 oz. ....	1.75
1 oz. ....	6.50

## MAPLE LEAF GIANTS

A new variety with giant flowers, fine mixture of colors.

1/16 oz. ....	\$ .75
1/8 oz. ....	1.35
1/4 oz. ....	2.25
1/2 oz. ....	4.25
1 oz. ....	8.00



**NOVELTIES—PANSY AMERICA TYPE**

Super Giant Deep Yellow .....	1/16 oz.	\$1.00
Super Giant Bronze .....	1/16 oz.	1.00

**FELTEN'S NEW ALPINE  
DWARF SWEET WILLIAM**

A real money maker, ten days ahead of all other varieties. A mass of all the brightest colors including many reds. Absolutely in a class by itself, 4 to 6 inches high, a very fine border or rock garden plant.

Trade Packet .....	\$ .50
1/4 oz. ....	.90
1 oz. ....	3.00

**FELTEN'S NEW SUPER SWISS GIANTS  
(Roggli)**

Enormous flowers and contains many unusual colors.

1/16 oz. ....	\$ 1.00
1/8 oz. ....	1.50
1/4 oz. ....	2.75
1/2 oz. ....	5.50
1 oz. ....	10.00

**SWISS ALPEN GLOW**

Cardinal red shades, with dark blotches.

1/16 oz. ....	\$ .65
1/8 oz. ....	1.00
1/4 oz. ....	1.75
1/2 oz. ....	3.50
1 oz. ....	6.00

**SWISS BLUE (Ullswater Thuner Sea)**

1/16 oz. ....	\$ .65
1/8 oz. ....	1.00
1/4 oz. ....	1.75
1/2 oz. ....	3.50
1 oz. ....	6.00

**SWISS YELLOW (Rhine Gold)**

Deep golden yellow, with black blotches on the three lower petals.

1/16 oz. ....	\$ .65
1/8 oz. ....	1.00
1/4 oz. ....	1.75
1/2 oz. ....	3.50
1 oz. ....	6.00

**ROGGLI (Improved Swiss Giants)**

Flowers large size, many brilliant colors and shades, excellent for greenhouse culture.

1/16 oz. ....	\$ .65
1/8 oz. ....	1.00
1/4 oz. ....	1.75
1/2 oz. ....	3.25
1 oz. ....	6.00

**STEEL'S JUMBO MIXED**

Very Early Mammoth Flowers

1/16 oz. ....	\$ 1.00
1/8 oz. ....	1.75
1/2 oz. ....	6.25
1 oz. ....	12.00



## FELTEN'S IMPROVED NEW CREATION

Felten's Improved New Creation Pansy. A new Early Super Giant Strain, flowers of the largest size, borne on long stems; very hardy, in many attractive color combinations and beautiful pastel shades.

1/16 oz. \$ .75	1/8 oz. \$1.00
1/4 oz. \$1.75	1 oz. \$6.50

### FORGET-ME-NOT

Victoria Dwarf Sky Blue	.....1/4 oz. \$ .40	1 oz. \$1.50
Indigo Blue Dwarf	.....1/4 oz. \$ .40	1 oz. \$1.50
Rosea Pink	.....1/4 oz. \$ .25	1 oz. \$ .75

### BELLIS PERENNIS

(Double English Daisy Monstrosa)

Double Rose	.....Trade Pkt. \$ .40	1 oz. \$2.00
Double White	.....Trade Pkt. .40	1 oz. 2.00
Double Pink	.....Trade Pkt. .40	1 oz. 2.00

Prices on large quantities of Pansy Seed upon request.

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## INFORMATION

Prices quoted on seedling plants of the above strains upon request. Seedling plants are shipped from October 1st until April 15th.

### CULTURE OF PANSIES

Pansies love a cool, moist, well-enriched soil. Seed sown in early Spring, as soon as soil can be worked, will produce fine plants for Autumn flowering. However, as most people want pansies in the Spring, we will tell how to proceed to secure the finest and best.

Sow the seed in July or August in rows, about four to six inches apart, in a cold frame covering the seed with one-sixteenth inch of fine, clean soil or sand, this is generally applied by sifting with a screen. After seeding, pat down with a board and apply light application of water with a fine spray. Be sure to keep the bed a little damp, a temperature of 75 degrees or a little less is just right for sprouting pansies.

When plants are large enough to handle they are transplanted to stand five or six inches apart each way, in cold frames with the richest soil to be had. Pansies must be transplanted but once, to get the best results.

When the ground is frozen a few inches deep, about the middle of December, cover the cold frame with glass; when weather begins to warm up early in the Spring, give plenty of air, do not allow the plants to draw up or get spindly.

The above suggestions are for New England and Middle Northern and Eastern States. Farther South and wherever Winters are not very severe, the plants may be transplanted to the open ground with just enough mulch or salt hay to hide them from view after the ground freezes. One ounce of fresh seed produces approximately 4,000 to 6,000 plants.

## FELTEN'S PANSY FARM

Scientific Pansy Breeder

Allan Felten

Merchantville, N. J.